

**City of Seattle
Office of Economic Development (OED)**

**Request for Proposals (RFP)
Neighborhood Business District Program
May 12, 2004**

Submittals due 5:00 p.m. June 11, 2004

Introduction

The City of Seattle Office of Economic Development (OED) is soliciting proposals from non-profit organizations interested in completing projects and/or providing services that benefit a Seattle neighborhood business district.

OED's mission includes providing economic development assistance to businesses, community organizations, and residents to support a strong Seattle economy, thriving neighborhoods and broadly shared prosperity. To further this mission, OED offers a variety of tools and resources for neighborhood business district organizations to promote Seattle's diverse commercial centers, including support for the city's Business Improvement Areas (BIAs).

OED's Neighborhood Business District Program is designed to help neighborhood business districts and business organizations to develop and attain their goals of growing and strengthening the business community in their neighborhoods.

Funding

OED will provide a total of approximately \$140,000.00 in 2004 for neighborhood business district proposals. The amount available for each project will depend on the number and strength of eligible proposals. Award amounts will range from \$1,000.00 to \$20,000.00.

What Organizations Are Eligible?

Applicants must be not-for-profit organizations, with a federal tax ID number, providing services in a Seattle neighborhood business district (such as chambers of commerce, merchant's organizations, and business improvement associations). Applicants should have an explicitly stated mission or goal of strengthening the business community in their neighborhood. If you have questions about organization eligibility, please contact Rob Watt at 206-684-3348.

What types of projects are eligible?

OED will be looking for projects that focus on but are not solely limited to organizational development, marketing, and physical improvements. New this year, OED is welcoming proposals to fund business district organization staff training and development, such as the registration fees for attending workshops and conferences. In addition OED is encouraging the following types of projects:

- projects that support business development in immigrant and refugee communities
- projects that support the Green Seattle Initiative within neighborhood business districts. (The goals of the initiative include making Seattle's neighborhoods

greener and promoting green urban development. For more information go to www.seattle.gov/environment)

- projects that leverage OED funds with other funds

Organizational development includes projects that strengthen the neighborhood business community and/or improve understanding of the needs of the businesses within a neighborhood. Some examples are:

- Formation of a BIA (Business Improvement Area)
- Neighborhood Business District assessment and analysis
- Leadership development (board training)
- Creation of business district newsletters
- Organizing public safety initiatives such as Good Neighbor Agreements
- Staff training and development

Marketing projects include strategies that promote the business district to the community or marketing the services of the business district organization to the businesses in the neighborhood. Some examples are:

- Business district promotion (brochures, advertisements, commercials)
- Banners
- Signage (welcome to the business district, etc.)
- Special events, street fairs
- Green Seattle events

Physical Improvement and enhancement projects include purchases to improve the safety, cleanliness, comfort, and atmosphere of the neighborhood business district.

Some examples are:

- Benches
- Lighting enhancement (street light additions)
- Trash and recycling cans
- Flower baskets and planters with flowers and/or greenery
- Seasonal/Holiday lights and decorations
- Green Seattle business district projects

Projects that make Seattle's business districts greener include efforts to promote the greening and beautification of business districts. Trees and greenery help build healthy communities and thriving business. They can increase property values, improve air quality, reduce run-off and are aesthetically pleasing. Some examples include:

- Tree plantings or maintenance
- Removal of ivy and other invasive plants and replacement with native plantings
- Organize work parties for plantings and/or tree and landscape restoration
- Design, plant and maintenance of sustainable landscapes
- Promotion of sustainable landscaping practices
- Interpretive signage that promotes environmentally friendly landscapes

Applicants are encouraged to apply for graffiti/litter removal grants from the Grant Central Station Program funded by Seattle Public Utilities and the Department of Neighborhoods: <http://www.ci.seattle.wa.us/util/ept/grantcentralstation>

Who and What Types of Projects Are Not Eligible?

Awards will not be made to individuals, single businesses, institutions (such as universities or hospitals), religious organizations, government agencies, political groups or district councils. Projects that conflict with existing City policy are not eligible. OED is

discouraging Website projects this year but will make resources available for Website development/improvement for neighborhood business district organizations separate from this RFP later in 2004.

Responses

Interested parties should respond to this RFP providing:

- Cover letter stating the name of the organization, contact information, and project name.
- A completed project application (see enclosed application or visit OED's website www.cityofseattle.gov/economicdevelopment)
- Seven (7) hard copies of your response must arrive no later than 5:00 p.m. on June 11, 2004 to:

Office of Economic Development
700 Fifth Ave, Suite 5752
PO Box 94708
Seattle, WA 98124-4708
Attn: Rob Watt

- OED retains the right to reject any and all proposals and is not required to award any contract if in its opinion the proposal received failed to meet its requirements.
- All documents and any attachments should be 8-1/2" x 11". No emails or faxes will be accepted.

Selection Criteria

Responses will be reviewed by a Committee consisting of staff from OED, staff from other city departments, and other neighborhood business district experts. The Committee will weigh the following criteria when ranking the responses:

- The project supports the achievement of the organization's broader strategic goals,
- There is a demonstrated need for the project and it is likely to contribute to an improved business climate in the neighborhood business district,
- The host organization and its lead staff have successfully worked with neighborhood business districts and/or the business community in the past and have the capacity to achieve desired results,
- The scope, timeline, and budget of the proposal are reasonable and it is reasonable to expect its completion in 2004,
- The proposal furthers neighborhood plan objectives, if applicable. (Applications are welcome from all neighborhood business districts, not just those within neighborhood planning areas),
- The project supports business development in immigrant and refugee communities
- The project supports the Green Seattle Initiative
- Other funding sources for the proposal exist to leverage OED funds,
- The host organization can, if necessary, sustain the project with non-City resources after the OED resources are exhausted, and
- Whether the organization is receiving funds from OED for similar purposes-- priority will be given to those organizations not currently funded by OED

Additional Information

The OED award is one-time only. Funding can be used for one-time projects or for on-going projects such as services, events or capital expenditures.

Scheduling

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| ▪ Proposals will be due on: | June 11, 2004 |
| ▪ Successful applications will be selected by: | June 30, 2004 |
| ▪ Contracts completed by: | August 15, 2004 |
| ▪ Project or provision of services completed by: | December 31, 2004 |

Contracts

OED will develop a contract with the successful organizations. The contract will include a scope of work and project milestones and outcomes. Reimbursement will be based on achievement of project milestones and outcomes. OED retains the right to revise budget requests to reflect funding availability.

Protest Procedures

In the event that an unsuccessful RFP respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of OED. Any such protest must be received within three (3) business days of receipt of notification of the successful respondent.

The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay.

Women and Minority-Owned Business Use Requirements

There will be no Women and Minority-Owned Business (WMBE) set-aside requirements on the resulting contract. However, in accordance with the Seattle Municipal Code 20.46A, the selected contractor will be required to make affirmative efforts to utilize WMBEs in performing the contract, whether as subcontractors, suppliers, or in any other capacity. The selected contractor must also comply with affirmative action and equal employment opportunity provisions mandated by SMC 20.44.

Fair Contracting Practices Ordinance

The selected contractors will be required to comply with the Fair Contracting Practices Ordinance of the City of Seattle (Ordinance 119601), as amended. Conduct made unlawful by that ordinance constitutes a breach of contract. Engaging in an unfair contracting practice may also result in the imposition of a civil fine or forfeiture under the Seattle Criminal Code as well as various civil remedies.

For questions regarding this RFP, please contact Rob Watt at (206) 684-3348 or at rob.watt@seattle.gov